

What resources are needed for creating a bands accompanying products?

Music Videos

Resource	How will it be used?	Cost	Viability
Special Effects Personnel	These people will be used in order to operate any of the special effects that might be used within the music video. The special effects might be used in order to aid in the narrative of the story. The special effects supervisor will be in charge of the special effects team. Special effects will include: anything that is mechanical (props, stunts etc), makeup, weather effects, explosions, fires. The special effects supervisor ensures the effects work as planned and that they are carried out safely. They have to know safety protocol regarding mechanical equipment, explosives and firearms as well as what to do if something goes wrong.	Supervisor £736.35 a day £3781.74 per week Senior Technician £415.99 per day £2079.95 per week Assistant Technician £283.63 per day £1,418.14 a wwk	As part of special effects personnel there will be multiple people that are needed in order to operate and oversee the operation of the special effects. I feel that it is viable to hire special effects personal for an Imagine Dragons music video as they have shown in the past that they are capable of making high concept music videos.
Camera Equipment	The camera equipment is used to physically film the music video. There is various equipment that might be used for all different kinds of shoots, all of which might be relevant or have their use on the production of a music video. Camera equipment includes- Camera, Microphone, Lighting, camera dolly, stabilizers, tripods, camera lens, boom poles and storage cards (SD cards). Prices will vary depending on the quality of the equipment.	Camera £300+ Mics £50+ Lighting £400+ Camera Dolly £2000+ Camera Stabilizer £1000+ Tripods £10-£50 Boom Pole £40+ SD Card Up to £15	Camera equipment is viable to use depending on what piece of equipment is going to be used and for how long. Some members of the crew might have their own equipment meaning it is more convenient and the equipment will not have to be paid for and insurance will likely cover this if there is any damage or loss of items. Equipment could be actually bought from places that sell equipment or they could be rented from other companies.
Camera	The camera operators are the people that would	(Rates per 10h	In terms of whether or not

Operators	<p>be involved with the actual operation of the cameras. The camera operator will be the person who is actually behind the camera, capturing the footage and will know absolutely everything about operating the camera. They are essential to capturing professional and usable footage. The camera assistant along with the focus puller aid in this. The focus puller will be the person who is adjusting focus, making the job of the camera operator easier. The camera assistant might help out with moving the camera or operating the camera in coordination with what the main camera operator is doing or saying.</p>	<p>work)</p> <p>Camera Operator £371-£620</p> <p>Focus Puller £300- £430</p> <p>Camera Assistant £240- £430</p>	<p>this is viable it overall depends on how long the shoot will last as well as how many and what types of cameras are being used. Standard cameras will require standard camera operators and camera assistants. However there will be more complex cameras that might require more complex personnel such as crane cameras which will also require an operator for the mechanical crane or drone operators if they plan on incorporating aerial shots.</p>
Director	<p>A director is essential to any production as they are the person who controls the entire spectacle including the actors, the background dancers and even when they want special effects to occur in order to bring the concept of the music video to life. Without a director there won't be anyone to take charge of the production really.</p>	<p>Director £691+ per day</p> <p>1st Assistant Director £400-£500 a day</p>	<p>I feel that a director has to be viable as without one there will be no clear direction that the music video is going in. Although the rates for directors will vary depending on the person being hired I feel that a lot of mainstream and big artists who do big concept ideas would be willing to spend the money for directors who can get the job done well and effectively. I feel that hiring a good director would be viable for this project.</p>
Producer	<p>The producer is the person who is in charge of organising every aspect of the production in order to ensure that the production team have the ability to go ahead with filming. They deal with the finance, finding actors, location scouting, hiring the production team as well as a lot of</p>	<p>Producer £691 a day</p> <p>Location</p>	<p>Having a producer also must be viable to a production as they are the person who will organise everything. Usually a producer for a music</p>

	<p>other jobs that require the person to be well organised and focused at all times in order to ensure the band, the cast and the crew of the production are happy to go ahead. The producer will work with the different departments to ensure that everything is going as planned, they will be involved in the choosing of actors, liaison with the production team to make sure the set is built and that any effects and stunts are viable and also will speak with the director at every single stage of the way. If this is all too much the producer role could also be split with heads of other departments such as a location manager as well as a production manager.</p>	<p>Manager £356-£431 a day</p> <p>Production Manager £362-£451 a day</p>	<p>video might be a producer that personally works for the band and will therefore already know what kinds of things to look for and to do when planning out a brand new music video. The producer should pretty much be happy to help all parts of the production team as this is what will allow them to move forward with actually producing the video. Should the producer find that they cannot work with different people this is when it would be a cause for concern however simply finding a producer is viable for the production company.</p>
<p>Background characters/ Dancers</p>	<p>The characters and dancers are part of the entertainment in the music video, the characters are part of the story that the band talk about. They will have to be able to listen to the director and be willing to work extra hours if necessary/ The dancers help bring the story to life - they show meaning and thought behind the video.</p>	<p>Actors: £210 a day</p> <p>Dancers: £232 a day</p>	<p>Having background characters/dancers will be viable as they are willing to show off their talent in front of a camera. Most dancers and actors are willing to listen to criticism in order to improve their performance. This would be based on the direction from the director who will decide what the background dancers will need to do.</p>
<p>Editors</p>	<p>The editor is very important for the music video, they are the people who take the footage and edit it to form a narrative. Their job is to tell a story whilst working with the director and all the footage that has been shot. They are able to sync up all of the audio, effects and frames to their own brief. The editors should be able to fix any mistakes that were picked up during</p>	<p>Editors: £1525 (per working week of 50 hours, 5 working days)</p>	<p>Having an editor will be important as it's a very big thing as they will decide what shots are important and what needs to be changed. Editors will be able to work efficiently and professionally whilst</p>

	<p>production as using their software (Avid or Final Cut Pro) will most likely give him the ability to cover that. The editors will work to complete the music video by a certain deadline as given to them by the director and the band. Should there be any issues with the footage, the editor should alert a producer and director in case any footage needs to be re-shot.</p>		<p>having a good working relationship with the director. They will need to listen carefully to the director in order to aid in the decision of what footage to keep and what to scrap.</p>
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Digipaks

Resource	How will it be used?	Cost	Viability
Graphic Designer	<p>The graphic designer will be there to create the bands digipak using software like photoshop. This software will be used to create the design of a digipak taking into account suggestions and information given to a graphic designer by the band themselves or a representative of the band. They will need to follow these specifications in order to bring the creative image of the band to life.</p>	<p>Graphic Designer £70-£150 an hour</p>	<p>Having a graphic designer on the project would be viable and depending on the concept of the artwork will mean the time it takes and therefore the overall cost will vary. It may not even be necessary to have a graphic designer as the photographer them self might be able to edit the images to professional standard and to the specification that the band want</p>
Photoshop/Photo editing software	<p>This will be professional editing software that a graphic designer will use to create the digipak. Using photo editing/manipulation software there are endless possibilities of what can be created and therefore this means the graphic designer as well as the band can show their creativity.</p>	<p>Photoshop £60-£100 for the software package</p>	<p>This essentially depends on if the band's production team have to pay for the software or if a graphic designer/photographer has access to software.</p>
Photographer for Album artwork	<p>Most album covers as well as pictures within digipaks will be of the artist or possibly of some kind of setting/scene. If a band wants professional quality images which is what I can assure a band would want, then they will</p>	<p>Photographer £400 a day</p>	<p>A photographer is necessary to the album artwork if the band want professional standard artwork. It may be viable</p>

	need to hire a photographer in order to take these images. The photographer will be there to take the kinds of images the band would want for their album.		if the photographer hired has their own professional and industry quality equipment however should equipment have to be hired by the band then it might be a little more costly and less viable
Photography/Editing studio	If the images required for the album artwork are not on location and can be taken with just a simple background then a photography studio could be a good location to take these photos as well as an editing studio would be a useful place to edit the images. Both of these locations help as a photography studio means things can be set up the way the photographer or the band want. An editing studio would have the tools needed in order to edit photos.	Photography studio £180 a day (£30 for every overtime hour) Editing Studio £180 a day	This is dependent on the types of images that the band want to take and may not even be necessary. If a photographer or graphic designer have access to their own studios then it would be a lot cheaper.

Magazine Album Adverts

Resource	How will it be used?	Cost	Viability
Buying Ad space in magazines and knowing the layout	This is important as it will give the band an idea of what is and isn't viable when they are making their album advert. It lets them know what kinds of pictures are plausible and to what scale.	Ad Space £45 an issue- £240 monthly	This is viable depending on how many different magazines the band want their advert to be in. Since costs vary some magazines might be more or less viable than others. This will be dependent on the audience size of the magazine however if the band want their ad to reach as many people as possible then they might have to look at the more expensive options.

<p>Graphic Designer</p>	<p>A graphic designer might be needed in order to manipulate the images taken by the photographer however it is not up to them to design and decide the layout for a magazine advert on their own as this will be consulted with the producers of the magazine</p>	<p>Graphic Designer £70-£150 an hour</p>	<p>This is quite important as the design must look attractive and noticeable for readers to look at whilst reading a magazine. The graphic designer has to comply to the typical magazine codes and conventions in order to make an effective advert. Again how expensive the graphic designer will be is dependent on the concept of the advert. The higher the concept, the longer it will take to produce and therefore the more expensive it will be to hire the graphic designer.</p>
<p>Photographer</p>	<p>A photographer is needed to produce the high quality and professional standard photographs as the images used here are promoting a new album. If the images taken do not look professional then this can make a band look far less professional</p>	<p>Photographer £400 a day</p>	<p>Having a photographer on the project will help us convey a meaningful image that will make the band stand out. The photographer should be able to understand the best photographic techniques to highlight the band's features. As long as the shoot doesn't take longer than a day I feel that this will be viable as it means a lot of money won't have to be spent shooting and reshooting the images. If this is the case then it might be useful to use any friends or contacts the band has that might be willing to work for cheaper.</p>

<p>Photography studio</p>	<p>A photography studio is more than likely for the images that are going to appear within a music magazine as the images that are used might be less likely to be on location.</p>	<p>Photography studio £180 a day (£30 for every overtime hour)</p>	<p>A photography studio will be viable as long as it is booked in good time of when it will be used. The band's manager or producer will be the people who will deal with this and will have to ensure that they are able to use it for as long as need or for an amount of time that a photoshoot can be completed within. They need to make sure they don't go into overtime hours or that they have enough money in the budget in case they do.</p>
<p>Camera Equipment</p>	<p>The camera equipment is used to take the pictures that will go in a magazine. There is various equipment that might be used for all different kinds of shoots, all of which might be relevant or have their use in a photoshoot. Camera equipment includes- Camera, Lighting, stabilizers, tripods, camera lens and storage cards (SD cards). Prices will vary depending on the quality of the equipment.</p>	<p>Camera £300+</p> <p>Lighting £400+</p> <p>Camera Stabilizer £1000+</p> <p>Tripods £10-£50</p> <p>SD Card Up to £15</p>	<p>This depends on if the band's production team have to pay for the equipment or if the studio will supply their own. A professional photographer would be likely to have their own equipment however the band/production/management team may have to cover any damage or pay for any insurance that will cover this</p>

<p>Page design/layout software</p>	<p>This is different to photoshop as it would be used more to design the layout of a magazine then it is to specifically manipulate the images. This is important when designing the ad as it lets the graphic designer know what space they have and what can and cannot be included.</p>	<p>Page Layout/Design Software £100+ (as it might be included within other software packages)</p>	<p>It is very common that either the graphic designer or the people who design the magazine have access to this kind of software however it is affordable and therefore relatively viable.</p>
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